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S/N 10/695,272  
Examiner: J. Nguyen  
Title: DISPLAY DRIVING METHOD AND DISPLAY DEVICE  
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PATENT

Amendments to the Specification

Please replace the paragraph beginning at page 1, line 24 of the application with the following:

--As shown in a timing chart of Fig. 11, a scanning voltage is applied to the scanning electrodes Y1 to Y4 in order synchronously with the scanning clock of a scanning side driving circuit 71, that is, a signal fetch latch pulse LP functioning as a scanning clock (hereafter referred to as a scanning clock LP), and at the same time, a signal voltage is applied from a signal side driving circuit 72 to the signal electrodes X1 to X4. In that case, a cross talk phenomenon is generated between each scanning electrode and each signal electrode due to capacitive coupling of a display unit (for example, a liquid crystal display unit or an organic EL display unit), and a low voltage is applied to pixels other than the selected pixels. With the structure of the simple matrix display, the cross talk phenomenon cannot be avoided. Usually, a display characteristic is not greatly influenced by the cross talk phenomenon.--

Please replace the paragraph beginning at page 13, line 28 of the application with the following:

--In the second embodiment, it is possible to cancel the influence of the noise voltage Vnz in the same manner as in the first embodiment. Furthermore, the rearward/forward approach signal voltage and the forward/rearward approach signal voltage are switched. Since the signal voltage of the signal electrode is not changed at each end point of an interval period Ti of a scanning clock LP, consequently, the change point of the PWM signal voltage is decreased. Accordingly, the noises ~~shown in □ and □ of shown in ① and ② of~~ Fig. 4 (vi) are not generated and the change point of the PWM signal voltage is decreased. Therefore, it is possible to reduce an influence on a power voltage or a ground voltage.